

Application No. 09/723,505
Amendment Dated October 28, 2004
Reply to Office Action of July 28, 2004

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.(Previously amended) A method for delivering information to a person accessing a banner website from a terminal located remote from a source of said banner website,[a] said terminal having an associated display upon which a content of said website is visually perceived by a person using said terminal and a cursor whose position is controllable by said person, comprising the steps of:

- (a) providing initial signals from said source of said website or from another remote source by means of Javascript when said website is accessed by said person to establish a banner area on said display, said banner area having banner boundaries and including (i) banner advertising message information that is visually perceptible by said person when said website is accessed and (ii) plural sub-areas of said banner area;
- (b) enabling said person to control said cursor to position said cursor on any one of said sub-areas of said banner area to provide a selected sub-area, whereupon said person is automatically provided by means of said Javascript with respective additional visually perceptible advertising message information associated with said selected sub-

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area, said additional visually perceptible advertising message information being provided without requiring other action by said person, by displaying said additional visually perceptible advertising message information being displayed in a selected region of said display;

- (c) enabling said person to control said cursor to position said cursor on said selected region; and
- (d) said respective additional visually perceptible advertising message information being imperceptible by said person until said cursor is located on said selected sub-area and remaining perceptible to said person as long as said cursor is positioned on said sub-area or said selected region.

2.(Previously amended) The method of Claim 1 wherein said selected region is disposed substantially outside the boundaries of said banner area.

3.(Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information includes audio information.

4.(Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information includes video information.

5.(Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information comprises mixed media information.

6.(Cancelled)

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7.(Previously amended) The method of Claim 1 wherein said initial signals carry instructions necessary for enabling said terminal to establish said additional visually perceptible advertising message information when in receipt of appropriate data and when said instructions operate upon said appropriate data.

8.(Previously amended) The method of Claim 7 wherein said method further comprises the step of re-accessing said source of said website or accessing another source for receiving said appropriate data upon which said instructions operate to provide said additional visually perceptible information.

9.(Previously amended) The method of Claim 1 wherein said selected region is disposed adjacent said selected sub-area.

10.(Previously amended) The method of Claim 9 wherein said additional visually perceptible advertising message information contains link information for linking said person to a further website when said person clicks on said selected region.

11.(Previously amended) The method of Claim 1 comprising the steps of:

- (a) receiving said visually perceptible banner advertising message information;
- (b) receiving said additional visually perceptible advertising message information; and
- (c) specifying a placement of said additional visually perceptible advertising message information with respect to said visually perceptible banner advertising message information.

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12.(Previously amended) The method of Claim 11 comprising the steps of:

- (a) receiving first identification data representative of said visually perceptible banner advertising message information;
- (b) receiving second identification data representative of said additional visually perceptible advertising message information; and
- (c) displaying said visually perceptible banner advertising message information and said additional visually perceptible advertising message information in accordance with said first and second identification data.

13.(Original) The method of Claim 12 comprising the step of building a use map in accordance with said first and second identification data.

14.(Previously amended) The method of Claim 13 wherein the step of providing said additional visually perceptible advertising message information comprises the steps of:

- (a) building a pop-up function in accordance with said additional visually perceptible advertising message information;
- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceptible advertising message information and said additional perceptible advertising message information in accordance with said enhanced pop-up function.

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15.(Previously amended) The method of Claim 1 comprising the further step of altering the associations between said sub-areas and said respective additional visually perceptible advertising message information and repeating step (b).

16.(Previously amended) The method of Claim 15 comprising the steps of:

- (a) recording parameters representative of the performance of said additional visually perceptible advertising message information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with said recorded performance parameters.

17.(Previously amended) The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with predetermined recorded performance parameters.

18. (Previously amended) The method of Claim 17 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceptible advertising message information .

19. (Previously amended) The method of Claim 1 comprising the steps of:

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- (a) transmitting a request having request information to a server database on a further website containing stored visual information in response to said positioning of said cursor on said selected sub-area;
- (b) selecting said additional visually perceptible advertising message information from said stored visual information in response to said request information; and
- (c) transmitting said visually perceptible advertising message information selected from said stored visual information to said banner website.

20.(Previously amended) The method of Claim 1 wherein said terminal provides a terminal display having a display iframe comprising the steps of displaying said additional visually perceptible banner advertising message information within said display iframe and displaying said additional visually perceptible advertising message information in response to positioning said cursor on said iframe.

21.(Previously amended) A system for delivering advertising messages to a person accessing a website from a terminal located remote from the source of said website, said terminal having an associated display upon which the content of said website is visually perceived by a person using the terminal and a cursor whose position is controllable by said person, said system comprising means coupled to said source of said website or to another remote source for providing initial signals from said source of said website or from said other remote source when said website is accessed by said user to establish a banner area on said terminal by means of Javascript, said banner area including banner

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advertising message information that is visually perceptible by said person when said website is accessed and plural sub-areas of said banner area, said initial signals causing said terminal to provide respective additional visually perceptible advertising message information associated with a selected sub-area by means of said Javascript, when said cursor is located over said selected sub-area, said additional visually perceptible advertising message information being provided by the terminal substantially outside of the boundaries of said banner area and without requiring other action by said person, said respective additional visually perceptible advertising message information being imperceptible by said person until said cursor is located on said selected sub-area.

22.(Previously amended) The system of Claim 21 wherein said additional visually perceptible advertising message information also includes audio information.

23.(Previously amended) The system of Claim 21 wherein said additional visually perceptible advertising message information includes video information.

24.(Previously amended) The system of Claim 21 wherein said additional visually perceptible advertising message information comprises mixed media information.

25.(Previously amended)The system of Claim 21 wherein said additional visually perceptible advertising message information remains perceptible to said person as long as said cursor remains on said sub-area.

26.(Previously amended) The system of Claim 21 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually

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perceivable advertising message information when in receipt of signals transmitted from a further website in response to said instructions.

27.(Original) The system of Claim 26 wherein said initial signals require accessing said further website for selecting said transmitted signals.

28.(Previously amended) A method of enabling a user on a web site to traverse a banner presented on said web site using an indicator to display an image in response to said traversing of said banner, comprising the steps of:

- (a) providing said banner by means of Javascript, said banner having a first hot spot with an associated image of advertising message information;
- (b) activating said first hot spot when said indicator traverses said first hot spot;
- (c) enabling said associated image of said first hot spot by means of said Javascript when said first hot spot is activated to provide an enabled image;
- (d) moving said indicator to said enabled image and retaining said enabled image while said indicator is disposed on said enabled image; and
- (e) removing said enabled image by means of said Javascript when said indicator is moved off said enabled image.

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29.(Original) The method of Claim 28 wherein a further web site is associated with said associated image further comprising the step of clicking on said enabled image and transporting said user to said further web site in response to said clicking.

30.(Previously amended) The method of Claim 28 wherein said banner is provided with a second hot spot having a further image associated therewith comprising the further step of traversing said second hot spot by said indicator within said banner and enabling said further associated image in response thereto.

31.(Previously amended) The method of Claim 28 wherein said indicator is directed by a mouse having a right mouse button and a left mouse button and said user traverses said first hot spot without clicking on said right or left mouse buttons.

32.(Previously amended) The method of Claim 30 comprising the further step of altering said associations between said first and second hot spots and said associated images and enabling said further associated image when said first hot spot is traversed.

33. (Previously added) The method of Claim 1 wherein said selected region is disposed partially over said selected sub-area.

34. (Previously added) The method of Claim 1 wherein said selected region is disposed outside said selected sub-area.